

CLAIMS

What is claimed is:

- 1 1. A multimedia content interface system for providing multimedia content
2 stored on a data communications network to an end-user over another network,
3 the multimedia content interface system communicatively connected to the
4 data communications network and the other network, comprising:
5 a media delivery interface module operable to interface with the end-
6 user over the other network, accept a request for multimedia content from the
7 end-user, access multimedia content over the data communications network,
8 and provide the multimedia content to the end-user over the other network; and
9 a content address translation module operable to provide an address
10 mapping between an address of multimedia content stored on the data
11 communications network and an address of the end-user on the other network.
- 1 2. The system of claim 1, wherein the other network comprises a
2 telecommunications network and the multimedia content is provided to the
3 end-user over a voice channel of the telecommunications network.

1 3. The system of claim 2, wherein the telecommunications network
2 comprises at least one of a Public Switched Telephone Network (PSTN), a
3 proprietary local telecommunications network, and a proprietary long distance
4 telecommunications network.

1 4. The system of claim 2, wherein the telecommunications network
2 comprises at least one of a wireless telecommunications network and a wireline
3 telecommunications network.

1 5. The system of claim 2, wherein the telecommunications network
2 comprises at a wireless telecommunications network and a wireline
3 telecommunications network, which are interconnected.

1 6. The system of claim 1, wherein the end-user operates an end-user
2 device including at least one of a telephone station and an Internet protocol
3 capable device.

1 7. The system of claim 1, wherein the end-user operates an end-user
2 device including at least one of a wireless telephone station, a wired telephone
3 station, a personal digital assistant, and a laptop computer.

1 8. The system of claim 1, wherein the media delivery interface module is
2 further operable to perform the steps of:
3 receiving a telephone call from the end-user;
4 presenting a user interface to the end-user;
5 accepting a selection of multimedia content from the end-user; and
6 providing the selected multimedia content to the end user.

1 9. The system of claim 8, wherein the step of presenting a user interface to
2 the end-user comprises the step of:
3 presenting a different user interface, multimedia content selections,
4 and/or multimedia content to the end-user based on a telephone number dialed
5 by the end-user to place the telephone call.

1 10. The system of claim 9, wherein the step of providing the selected
2 multimedia content to the end user comprises the steps of:

3 requesting the selected multimedia content over the data
4 communications network from a source of multimedia content using an
5 indicator of a location of the multimedia content;
6 receiving over the data communications network the requested
7 multimedia content; and
8 providing the requested multimedia content to the end-user over the
9 other network.

1 11. The system of claim 10, wherein there are a plurality of end-users
2 requesting the same multimedia content and the step of providing the selected
3 multimedia content to the end-user comprises the step of:
4 providing the multimedia content to all end-users that requested the
5 multimedia content.

1 12. The system of claim 11, wherein the requested multimedia content is
2 live multimedia content and the step of providing the multimedia content to all
3 end-users that requested the multimedia content comprises the step of:
4 providing the multimedia content to an end-user from a point in the
5 multimedia content at which the end-user requested the multimedia content.

1 13. The system of claim 11, wherein the requested multimedia content is
2 recorded multimedia content and the step of providing the multimedia content
3 to all end-users that requested the multimedia content comprises the steps of:
4 providing the multimedia content to an end-user from a point in the
5 multimedia content at which the end-user requested the multimedia content;
6 and
7 repeating providing the multimedia content from the start of the
8 multimedia content.

1 14. The system of claim 11, wherein the requested multimedia content is
2 recorded multimedia content and the step of providing the multimedia content
3 to all end-users that requested the multimedia content comprises the step of:
4 providing the multimedia content from the start of the multimedia
5 content for each end-user that requests the multimedia content.

1 15. The system of claim 9, wherein the step of presenting a user interface to
2 the end-user further comprises the step of:

3 presenting a different user interface, multimedia content selections,
4 and/or multimedia content to the end-user based on a telephone number from
5 which the end-user placed the telephone call.

1 16. The system of claim 8, wherein the step of presenting a user interface to
2 the end-user comprises the step of:
3 presenting a personalized content selection.

1 17. The system of claim 16, wherein the step of presenting the personalized
2 content selection comprises the step of:
3 presenting the personalized content selection based on a telephone
4 number from which the end-user placed the telephone call.

1 18. The system of claim 16, wherein the step of presenting the personalized
2 content selection comprises the step of:
3 presenting the personalized content selection based on a telephone
4 number dialed by the end-user to place the telephone call.

1 19. The system of claim 16, wherein the step of presenting the personalized
2 content selection comprises the step of:

3 presenting the personalized content selection based on a telephone
4 number dialed by the end-user to place the telephone call.

1 20. The system of claim 16, further operable to perform the step of:

2 providing the capability for the end-user to manage the personalized
3 content selection.

1 21. The system of claim 20, wherein the step of providing the capability for
2 the end-user to manage the personalized content selection comprises the step
3 of:

4 providing the capability for the end-user to manage the personalized
5 content selection over the data communications network.

1 22. The system of claim 21, wherein the data communications network is
2 the Internet.

1 23. The system of claim 8, wherein the media delivery interface module is
2 further operable to perform the step of:
3 controlling access and/or input to the media delivery interface module.

1 24. The system of claim 23, wherein the step of controlling access and/or
2 input to the media delivery interface module comprises at least one of:
3 providing password control to establish origination connections;
4 metering to control, limit, and/or bill based on a length or size of the
5 multimedia content, a number of simultaneous accesses to the multimedia
6 content, a number of total accesses to the multimedia content, a time of access
7 to the multimedia content, and/or periodic charges;
8 limiting input sources to hardwired connections;
9 accept connection only from designated sources;
10 controlling which pieces of content are available based on an access
11 method, login, and/or interconnect;
12 importing an external permissions file;
13 providing a sample multimedia content, then requiring billing
14 information to continue providing multimedia content;

15 blocking specific calling numbers automatically after sample
16 multimedia content has been provided, until payment is made; and
17 blocking specific calling numbers permanently.

1 25. The system of claim 24, wherein the media delivery interface module is
2 further operable to perform the step of:
3 providing advertising content to the end-user.

1 26. The system of claim 25, wherein the step of providing advertising
2 content to the end-user comprises at least one of:
3 providing advertising content by class of service;
4 providing advertising content based on selected multimedia content;
5 providing advertising content before and/or after providing selected
6 multimedia content; and
7 providing advertising content based on a timed advertising interval.

1 27. The system of claim 8, wherein the media delivery interface module is
2 further operable to perform the step of:
3 requesting the selected multimedia content from a Web server.

1 28. The system of claim 27, wherein the step of the requesting the selected
2 multimedia content from a Web server comprises the step of:
3 requesting the selected multimedia content from the Web server using a
4 uniform resource locator.

1 29. The system of claim 28, wherein the data communications network is
2 the Internet.

1 30. The system of claim 8, wherein the media delivery interface module is
2 further operable to perform the step of:
3 requesting the selected multimedia content from a multimedia content
4 server.

1 31. The system of claim 30, wherein the step of the requesting the selected
2 multimedia content from the multimedia content server comprises the step of:
3 requesting the selected multimedia content from the multimedia content
4 server using a uniform resource locator.

1 32. The system of claim 31, wherein the data communications network is
2 the Internet.

1 33. The system of claim 1, further comprising:
2 a media acceptance/conversion module operable to provide a physical
3 interface for a plurality of multimedia content feeds and to convert an
4 incoming format of each multimedia content feed into an internal media
5 format.

1 34. The system of claim 33, wherein a multimedia content feed comprises
2 proprietary content or content not available on the Internet and the system is
3 operable to interface the multimedia content feed through the media
4 acceptance/conversion module for conversion of an incoming format of the
5 multimedia content feed into an internal media format and to relay the
6 converted multimedia content feed to the media delivery interface module for
7 delivery to the end user.

1 35. The system of claim 34, wherein the incoming format of the multimedia
2 content feed includes at least one of analog voice, digital voice, dial-up

3 telephony via a voice response unit, and Internet Protocol streaming media
4 protocols.

1 36. The system of claim 33, wherein a multimedia content feed comprises
2 publicly available Internet content and the system is operable to deliver the
3 multimedia content directly to the media delivery interface module for delivery
4 to the end user.

1 37. The system of claim 33, wherein a multimedia content feed comprises
2 publicly available Internet content and the system is operable to interface the
3 multimedia content feed through the media acceptance/conversion module for
4 conversion of an incoming format of the multimedia content feed into an
5 internal media format and to relay the converted multimedia content feed to the
6 media delivery interface module for delivery to the end user if there are
7 capacity limitations on a source the multimedia content feed, if there are cost
8 advantages, or if the multimedia content is to be stored for future use.

1 38. The system of claim 33, further comprising:

2 a media storage module operable to provide temporary storage for
3 multimedia content that is to be stored for future use.

1 39. The system of claim 38, wherein a multimedia content feed comprises
2 multimedia content to be stored for future use and the system is operable to
3 interface the multimedia content feed through the media acceptance/conversion
4 module for conversion of an incoming format of the multimedia content feed
5 into an internal media format, to store the converted multimedia content in the
6 media storage module, to retrieve the converted multimedia content from the
7 media storage module, and to deliver the retrieved converted multimedia
8 content to the media delivery interface module for delivery to the end user.

1 40. In a multimedia content interface system for providing multimedia
2 content stored on a data communications network to an end-user over another
3 network, the multimedia content interface system communicatively connected
4 to the data communications network and the other network, a method for
5 providing multimedia content comprising the steps of:

6 accepting a request for multimedia content from the end-user;
7 accessing multimedia content over the data communications network;

8 providing the multimedia content to the end-user over the other
9 network; and
10 providing an address mapping between an address of multimedia
11 content stored on the data communications network and an address of the end-
12 user on the other network.

1 41. The method of claim 40, wherein the other network comprises a
2 telecommunications network and the multimedia content is provided to the
3 end-user over a voice channel of the telecommunications network.

1 42. The method of claim 41, wherein the telecommunications network
2 comprises at least one of a Public Switched Telephone Network (PSTN), a
3 proprietary local telecommunications network, and a proprietary long distance
4 telecommunications network.

1 43. The method of claim 41, wherein the telecommunications network
2 comprises at least one of a wireless telecommunications network and a wireline
3 telecommunications network.

1 44. The method of claim 41, wherein the telecommunications network
2 comprises at a wireless telecommunications network and a wireline
3 telecommunications network, which are interconnected.

1 45. The method of claim 40, wherein the end-user operates an end-user
2 device including at least one of a telephone station and an Internet protocol
3 capable device.

1 46. The method of claim 40, wherein the end-user operates an end-user
2 device including at least one of a wireless telephone station, a wired telephone
3 station, a personal digital assistant, and a laptop computer.

1 47. The method of claim 40, wherein the step of accepting a request for
2 multimedia content from the end-user comprises the steps of:

3 receiving a telephone call from the end-user;
4 presenting a user interface to the end-user; and
5 accepting a selection of multimedia content from the end-user.

1 48. The method of claim 47, wherein the step of providing the multimedia
2 content to the end-user over the other network comprises the step of:
3 providing the selected multimedia content to the end user.

1 49. The method of claim 48, wherein the step of presenting a user interface
2 to the end-user comprises the step of:
3 presenting a different user interface, multimedia content selections,
4 and/or multimedia content to the end-user based on a telephone number dialed
5 by the end-user to place the telephone call.
6

1 50. The method of claim 49, wherein the step of providing the selected
2 multimedia content to the end user comprises the steps of:
3 requesting the selected multimedia content over the data
4 communications network from a source of multimedia content using an
5 indicator of a location of the multimedia content;
6 receiving over the data communications network the requested
7 multimedia content; and

8 providing the requested multimedia content to the end-user over the
9 other network.

1 51. The method of claim 49, wherein there are a plurality of end-users
2 requesting the same multimedia content and the step of providing the selected
3 multimedia content to the end-user comprises the step of:

4 providing the multimedia content to all end-users that requested the
5 multimedia content.

1 52. The method of claim 51, wherein the requested multimedia content is
2 live multimedia content and the step of providing the multimedia content to all
3 end-users that requested the multimedia content comprises the step of:

4 providing the multimedia content to an end-user from a point in the
5 multimedia content at which the end-user requested the multimedia content.

1 53. The method of claim 51, wherein the requested multimedia content is
2 recorded multimedia content and the step of providing the multimedia content
3 to all end-users that requested the multimedia content comprises the steps of:

4 providing the multimedia content to an end-user from a point in the
5 multimedia content at which the end-user requested the multimedia content;
6 and
7 repeating providing the multimedia content from the start of the
8 multimedia content.

1 54. The method of claim 51, wherein the requested multimedia content is
2 recorded multimedia content and the step of providing the multimedia content
3 to all end-users that requested the multimedia content comprises the step of:
4 providing the multimedia content from the start of the multimedia
5 content for each end-user that requests the multimedia content.

1 55. The method of claim 49, wherein the step of presenting a user interface
2 to the end-user further comprises the step of:
3 presenting a different user interface, multimedia content selections,
4 and/or multimedia content to the end-user based on a telephone number from
5 which the end-user placed the telephone call.

1 56. The method of claim 48, wherein the step of presenting a user interface
2 to the end-user comprises the step of:
3 presenting a personalized content selection.

1 57. The method of claim 56, wherein the step of presenting the personalized
2 content selection comprises the step of:
3 presenting the personalized content selection based on a telephone
4 number from which the end-user placed the telephone call.

1 58. The method of claim 56, wherein the step of presenting the personalized
2 content selection comprises the step of:
3 presenting the personalized content selection based on a telephone
4 number dialed by the end-user to place the telephone call.

1 59. The method of claim 56, wherein the step of presenting the personalized
2 content selection comprises the step of:
3 presenting the personalized content selection based on a telephone
4 number dialed by the end-user to place the telephone call.

1 60. The method of claim 56, further operable to perform the step of:
2 providing the capability for the end-user to manage the personalized
3 content selection.

1 61. The method of claim 60, wherein the step of providing the capability for
2 the end-user to manage the personalized content selection comprises the step
3 of:
4 providing the capability for the end-user to manage the personalized
5 content selection over the data communications network.

1 62. The method of claim 61, wherein the data communications network is
2 the Internet.

1 63. The method of claim 48, further comprising the step of:
2 controlling access and/or input to the media delivery interface module.

1 64. The method of claim 63, wherein the step of controlling access and/or
2 input to the media delivery interface module comprises at least one of:
3 providing password control to establish origination connections;

4 metering to control, limit, and/or bill based on a length or size of the
5 multimedia content, a number of simultaneous accesses to the multimedia
6 content, a number of total accesses to the multimedia content, a time of access
7 to the multimedia content, and/or periodic charges;
8 limiting input sources to hardwired connections;
9 accept connection only from designated sources;
10 controlling which pieces of content are available based on an access
11 method, login, and/or interconnect;
12 importing an external permissions file;
13 providing a sample multimedia content, then requiring billing
14 information to continue providing multimedia content;
15 blocking specific calling numbers automatically after sample
16 multimedia content has been provided, until payment is made; and
17 blocking specific calling numbers permanently.

1 65. The method of claim 64, further comprising the step of:
2 providing advertising content to the end-user.

1 66. The method of claim 65, wherein the step of providing advertising
2 content to the end-user comprises at least one of:
3 providing advertising content by class of service;
4 providing advertising content based on selected multimedia content;
5 providing advertising content before and/or after providing selected
6 multimedia content; and
7 providing advertising content based on a timed advertising interval.

1 67. The method of claim 48, wherein the media delivery interface module is
2 further operable to perform the step of:
3 requesting the selected multimedia content from a Web server.

1 68. The method of claim 67, wherein the step of the requesting the selected
2 multimedia content from a Web server comprises the step of:
3 requesting the selected multimedia content from the Web server using a
4 uniform resource locator.

1 69. The method of claim 68, wherein the data communications network is
2 the Internet.

1 70. The method of claim 48, wherein the media delivery interface module is
2 further operable to perform the step of:
3 requesting the selected multimedia content from a multimedia content
4 server.

1 71. The method of claim 70, wherein the step of the requesting the selected
2 multimedia content from the multimedia content server comprises the step of:
3 requesting the selected multimedia content from the multimedia content
4 server using a uniform resource locator.

1 72. The method of claim 71, wherein the data communications network is
2 the Internet.

1 73. The method of claim 40, further comprising the steps of:
2 providing a physical interface for a plurality of multimedia content
3 feeds, and
4 converting an incoming format of each multimedia content feed into an
5 internal media format.

1 74. The method of claim 73, wherein a multimedia content feed comprises
2 proprietary content or content not available on the Internet and the method
3 further comprises the step of:
4 relaying the converted multimedia content feed for delivery to the end
5 user.

1 75. The method of claim 74, wherein the incoming format of the
2 multimedia content feed includes at least one of analog voice, digital voice,
3 dial-up telephony via a voice response unit, and Internet Protocol streaming
4 media protocols.

1 76. The method of claim 73, wherein a multimedia content feed comprises
2 publicly available Internet content and the method further comprises the step
3 of:
4 delivering the multimedia content directly for delivery to the end user.

1 77. The method of claim 73, wherein a multimedia content feed comprises
2 publicly available Internet content and the method further comprises the steps
3 of:

4 relaying the converted multimedia content feed for delivery to the end
5 user if there are capacity limitations on a source the multimedia content feed, if
6 there are cost advantages, or if the multimedia content is to be stored for future
7 use.

1 78. The method of claim 73, further comprising the step of:

2 providing temporary storage for multimedia content that is to be stored
3 for future use.

1 79. The method of claim 78, wherein a multimedia content feed comprises
2 multimedia content to be stored for future use and the further comprises the
3 step of:

4 storing the converted multimedia content;

5 retrieving the converted multimedia content; and

6 delivering the retrieved converted multimedia content for delivery to the
7 end user.

1 80. A computer program product for a multimedia content interface system
2 for providing multimedia content stored on a data communications network to
3 an end-user over another network, the multimedia content interface system
4 communicatively connected to the data communications network and the other
5 network, the computer program product for performing a workflow process in an
6 electronic commerce system, comprising a computer readable medium and
7 computer program instructions, recorded on the computer readable medium,
8 executable by a processor, for performing the steps of:

9 accepting a request for multimedia content from the end-user;
10 accessing multimedia content over the data communications network;
11 providing the multimedia content to the end-user over the other
12 network; and
13 providing an address mapping between an address of multimedia
14 content stored on the data communications network and an address of the end-
15 user on the other network.

1 81. The computer program product of claim 80, wherein the other network
2 comprises a telecommunications network and the multimedia content is

3 provided to the end-user over a voice channel of the telecommunications
4 network.

1 82. The computer program product of claim 81, wherein the
2 telecommunications network comprises at least one of a Public Switched
3 Telephone Network (PSTN), a proprietary local telecommunications network,
4 and a proprietary long distance telecommunications network.

1 83. The computer program product of claim 81, wherein the
2 telecommunications network comprises at least one of a wireless
3 telecommunications network and a wireline telecommunications network.

1 84. The computer program product of claim 81, wherein the
2 telecommunications network comprises at a wireless telecommunications
3 network and a wireline telecommunications network, which are interconnected.

1 85. The computer program product of claim 80, wherein the end-user
2 operates an end-user device including at least one of a telephone station and an
3 Internet protocol capable device.

1 86. The computer program product of claim 80, wherein the end-user
2 operates an end-user device including at least one of a wireless telephone
3 station, a wired telephone station, a personal digital assistant, and a laptop
4 computer.

1 87. The computer program product of claim 86, wherein the step of
2 accepting a request for multimedia content from the end-user comprises the
3 steps of:

4 receiving a telephone call from the end-user;
5 presenting a user interface to the end-user; and
6 accepting a selection of multimedia content from the end-user.

1 88. The computer program product of claim 87, wherein the step of
2 providing the multimedia content to the end-user over the other network
3 comprises the step of:

4 providing the selected multimedia content to the end user.

1 89. The computer program product of claim 88, wherein the step of
2 presenting a user interface to the end-user comprises the step of:
3 presenting a different user interface, multimedia content selections,
4 and/or multimedia content to the end-user based on a telephone number dialed
5 by the end-user to place the telephone call.

1 90. The computer program product of claim 89, wherein the step of
2 providing the selected multimedia content to the end user comprises the steps
3 of:
4 requesting the selected multimedia content over the data
5 communications network from a source of multimedia content using an
6 indicator of a location of the multimedia content;
7 receiving over the data communications network the requested
8 multimedia content; and
9 providing the requested multimedia content to the end-user over the
10 other network.

1 91. The computer program product of claim 90, wherein there are a
2 plurality of end-users requesting the same multimedia content and the step of

3 providing the selected multimedia content to the end-user comprises the step
4 of:
5 providing the multimedia content to all end-users that requested the
6 multimedia content.

1 92. The computer program product of claim 91, wherein the requested
2 multimedia content is live multimedia content and the step of providing the
3 multimedia content to all end-users that requested the multimedia content
4 comprises the step of:
5 providing the multimedia content to an end-user from a point in the
6 multimedia content at which the end-user requested the multimedia content.

1 93. The computer program product of claim 91, wherein the requested
2 multimedia content is recorded multimedia content and the step of providing
3 the multimedia content to all end-users that requested the multimedia content
4 comprises the steps of:
5 providing the multimedia content to an end-user from a point in the
6 multimedia content at which the end-user requested the multimedia content;
7 and

8 repeating providing the multimedia content from the start of the
9 multimedia content.

1 94. The computer program product of claim 91, wherein the requested
2 multimedia content is recorded multimedia content and the step of providing
3 the multimedia content to all end-users that requested the multimedia content
4 comprises the step of:

5 providing the multimedia content from the start of the multimedia
6 content for each end-user that requests the multimedia content.

1 95. The method of claim 88, wherein the step of presenting a user interface
2 to the end-user comprises the step of:

3 presenting a personalized content selection.

1 96. The method of claim 95, wherein the step of presenting the personalized
2 content selection comprises the step of:

3 presenting the personalized content selection based on a telephone
4 number from which the end-user placed the telephone call.

1 97. The method of claim 95, wherein the step of presenting the personalized
2 content selection comprises the step of:
3 presenting the personalized content selection based on a telephone
4 number dialed by the end-user to place the telephone call.

1 98. The method of claim 95, wherein the step of presenting the personalized
2 content selection comprises the step of:
3 presenting the personalized content selection based on a telephone
4 number dialed by the end-user to place the telephone call.

1 99. The method of claim 95, further operable to perform the step of:
2 providing the capability for the end-user to manage the personalized
3 content selection.

1 100. The method of claim 99, wherein the step of providing the capability for
2 the end-user to manage the personalized content selection comprises the step
3 of:
4 providing the capability for the end-user to manage the personalized
5 content selection over the data communications network.

1 101. The method of claim 100, wherein the data communications network is
2 the Internet.

1 102. The computer program product of claim 80, further comprising the step
2 of:
3 controlling access and/or input to the media delivery interface module.

1 103. The computer program product of claim 102, wherein the step of
2 controlling access and/or input to the media delivery interface module
3 comprises at least one of:
4 providing password control to establish origination connections;
5 metering to control, limit, and/or bill based on a length or size of the
6 multimedia content, a number of simultaneous accesses to the multimedia
7 content, a number of total accesses to the multimedia content, a time of access
8 to the multimedia content, and/or periodic charges;
9 limiting input sources to hardwired connections;
10 accept connection only from designated sources;

11 controlling which pieces of content are available based on an access
12 method, login, and/or interconnect;
13 importing an external permissions file;
14 providing a sample multimedia content, then requiring billing
15 information to continue providing multimedia content;
16 blocking specific calling numbers automatically after sample
17 multimedia content has been provided, until payment is made; and
18 blocking specific calling numbers permanently.

1 104. The computer program product of claim 103, further comprising the
2 step of:
3 providing advertising content to the end-user.

1 105. The computer program product of claim 104, wherein the step of
2 providing advertising content to the end-user comprises at least one of:
3 providing advertising content by class of service;
4 providing advertising content based on selected multimedia content;
5 providing advertising content before and/or after providing selected
6 multimedia content; and

7 providing advertising content based on a timed advertising interval.

1 106. The computer program product of claim 88, wherein the media delivery
2 interface module is further operable to perform the step of:

3 requesting the selected multimedia content from a Web server.

1 107. The computer program product of claim 106, wherein the step of the
2 requesting the selected multimedia content from a Web server comprises the
3 step of:

4 requesting the selected multimedia content from the Web server using a
5 uniform resource locator.

1 108. The computer program product of claim 107, wherein the data
2 communications network is the Internet.

1 109. The computer program product of claim 88, wherein the media delivery
2 interface module is further operable to perform the step of:

3 requesting the selected multimedia content from a multimedia content
4 server.

1 110. The computer program product of claim 109, wherein the step of the
2 requesting the selected multimedia content from the multimedia content server
3 comprises the step of:

4 requesting the selected multimedia content from the multimedia content
5 server using a uniform resource locator.

1 111. The computer program product of claim 110, wherein the data
2 communications network is the Internet.

1 112. The method of claim 80, further comprising the steps of:
2 providing a physical interface for a plurality of multimedia content
3 feeds, and
4 converting an incoming format of each multimedia content feed into an
5 internal media format.

1 113. The method of claim 112, wherein a multimedia content feed comprises
2 proprietary content or content not available on the Internet and the method
3 further comprises the step of:

4 relaying the converted multimedia content feed for delivery to the end
5 user.

1 114. The method of claim 113, wherein the incoming format of the
2 multimedia content feed includes at least one of analog voice, digital voice,
3 dial-up telephony via a voice response unit, and Internet Protocol streaming
4 media protocols.

1 115. The method of claim 112, wherein a multimedia content feed comprises
2 publicly available Internet content and the method further comprises the step
3 of:
4 delivering the multimedia content directly for delivery to the end user.

1 116. The method of claim 112, wherein a multimedia content feed comprises
2 publicly available Internet content and the method further comprises the steps
3 of:
4 relaying the converted multimedia content feed for delivery to the end
5 user if there are capacity limitations on a source the multimedia content feed, if

6 there are cost advantages, or if the multimedia content is to be stored for future
7 use.

1 117. The method of claim 112, further comprising the step of:
2 providing temporary storage for multimedia content that is to be stored
3 for future use.

1 118. The method of claim 117, wherein a multimedia content feed comprises
2 multimedia content to be stored for future use and the further comprises the
3 step of:
4 storing the converted multimedia content;
5 retrieving the converted multimedia content; and
6 delivering the retrieved converted multimedia content for delivery to the
7 end user.